

ABSTRACT OF THE DISCLOSURE

A method and apparatus for networked in-store media advertising. A local media advertising system is operably coupled to a media content server via a communications network such as the Internet. The local media advertising system receives advertising content and an advertising content display schedule from the content server. The local media advertising system displays the advertising content according to the advertising content display schedule. The local media advertising system has a viewer sensor that the local media advertising system uses to compile viewer data about the number of viewers and customers in the vicinity of the displayed media content. The local media advertising system generates viewer information about how many viewers and customers were in the vicinity of the displayed advertising content using the viewer data and the advertising content display schedule. The local media advertising system then transmits the viewer information to a statistics server via the communications network. Advertisers can then retrieve the viewer information from the statistics server in order to monitor the effectiveness of an advertising campaign.

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